AUG 7 1944

FRANCES HUGHES, *Editor*

6 WEST 52nd STREET NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, AUGUST 4, 1944

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Showing	CORSETS OF OTHER ERAS ON EXHIBITION	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY SCHOOL'S GALLERIES

A pair of stays worn by Rachel Gilbert van Buren at Washington's inauguration in 1789 and later shown at the Philadelphia Exposition of 1876 will be on view. Also from the Traphagen Museum Collection, tiny waisted corsets from 1881-1910, which were recently loaned to R. H. Macy & Co. for exhibition, are being displayed with dresses of the same period. For further information, contact: Dorothy Tyroler, CO. 5-2077.

Now Showing	DISPLAY OF FURNITURE ROOMS	BLOOMINGDALE'S	FURNITURE DEPARTMENT 5TH FLOOR

Three new rooms arranged with furniture designed and selected by the late Gilbert Rohde and murals and paintings, plus accessories by muralist Peggy Ann Rohde. Press and public invited. Publicity: Karen Hollis, VO. 5-5900.

Now Showing	EL SALVADOR TRADE EXHIBITION	SALVADOREAN INDUSTRIES, INCORPORATED	500 FIFTH AVENUE ROOM 923

A permanent Salvadorean Trade Exhibition including textiles...hand-loomed tablecloths, yard goods, drapery fabrics, piece goods, and other hand-spun fabrics; also, hand-woven hammocks, beach sandals, baskets, and leisure shoes, native dolls, lamp bases, smokers' accessories, serving trays, etc., all hand made. This exhibition is the first all-around-display of a 5-year plan for post-war development. For further information, contact: Louis Brizel or Harold Fisher, CH. 4-3600.

Now Going On	LITTLE THEATRE FOR CHILDREN	R. H. MACY & CO., INC.	TOY DEPARTMENT 5TH FLOOR

Each week there is a new daily musical show at 4:00 P.M. to entertain young people. This week, "A Trip Around the World", enacted by the children's group of the Robotti-Moser Studios. Also daily at 11:00 A.M. and 2:00 P.M., Macy's Little Theatre will show children's movies and cartoons. All children invited, free. Publicity: Sue Raices, CH. 4-2000.

Sometime in August	OPENING: SPRING WOOL AND WORSTED COLLECTION	A. D. JUILLIARD & CO.	40 WEST 40TH STREET

Exact date to be announced. Wholesalers, manufacturers, and retailers, by appointment, contact salesmen; Press, contact: Mary Keane, PE. 6-4500.

Sunday Aug. 6	NEW RADIO PROGRAM	SHIPMAN & BAKER, MFRS. OF ROXSPUN	BLUE NETWORK

Ilka Chase will be the star of this new 15-minute cloak and suit program, Sundays 1:15-1:30 P.M. Miss Chase will interview outstanding personalities from the stage, literary, and fashion worlds. Magazine and newspaper campaigns will supplement the program. Publicity: Bernard Waldman, Modern Merchandising Bureau, MU. 2-4949.

COPYRIGHT, 1944, BY FASHION CALENDAR

WEEK BEGINNING MONDAY, AUGUST 7, 1944

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	COLLEGE SHOP OPENINGS: COLLEGE ISSUES OF THE MAGAZINES		
Monday Aug. 7	OPENING OF COLLEGE SHOP Publicity: Kay Inglis Jones, CH. 4-2000.	R. H. MACY & CO.	3RD FLOOR
Monday Aug. 7 5:00 P.M.	CAMPUS FASHION PREVIEW Press and public preview of campus fashions selected by college girls for the Franklin Simon College Shop. Publicity: Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON & CO.	3RD FLOOR
Tuesday Aug. 8 3:00 P.M.	PRESS PREVIEW: COLLEGE FASHIONS This is a special opening strictly for the Press. The public opening of the College Shop to be announced. Press by invitation only. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	EXECUTIVE OFFICES 7TH FLOOR
Tuesday Aug. 8 3:00 P.M.	OPENING OF COLLEGE SHOP An informal college-fashions presentation, modeled by university students. Press and Public invited. Publicity: Jeanne Pierre, CA. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
Wednesday Aug. 9 9:00 A.M.	PRESS BREAKFAST PREVIEW: COLLEGE FASHIONS Press strictly by invitation. Contact: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	COLLEGE SHOP 3RD FLOOR
Thursday Aug. 10	NEWSSTAND DATE: VOGUE COLLEGE ISSUE (Conde Nast) For tie-ins, contact: Mildred Morton, MO. 4-7500.		420 LEXINGTON AVE.
Tuesday Aug. 15	NEWSSTAND DATE: HARPER'S BAZAAR COLLEGE ISSUE Contact: Esther Lyman, WI. 2-2800.		572 MADISON AVENUE
Thursday Aug. 17 4:00 P.M.	OPENING OF COLLEGE SHOP Mary Lewis, the exponent of new, exciting school and play clothes for juniors, is holding her first Fall showing in her new shop, the one with the yellow door whose opening provoked a color riot on Fifth Avenue. Press, by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	MARY LEWIS	746 FIFTH AVENUE ROOF
Saturday Aug. 19 2:00 P.M.	COLLEGE FASHION SHOW Press and public invited to view this Back-to-School collection. Publicity: Doris Bartnett, PE. 6-5100.	GIMBEL BROTHERS	3RD FLOOR
Early in August	MAIL-ORDER CATALOGUE PROJECTS TELEVISED FASHIONS Now preparing the largest mail-order catalogue in its history, the Chicago Mail Order Co. announces that the book is almost unaffected by merchandise shortages. Its prices range all the way up to $600 jeweled rings. As a special feature, some of the contents of catalogues will be televised over WABD, in three sessions, the first of which will take place on Aug. 2nd at 8:15 P.M. at the Dumont Studios. Contact: Mr. Schnadig, Chicago Mail Order Co., Chicago, Illinois.	CHICAGO MAIL ORDER CO.	STATION WABD, AND CHICAGO, ILLINOIS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Aug. 8 1:00 P.M. Luncheon	PRESS PREVIEW OF XMAS MERCHANDISE	MARY EARLE, INC.	PIERRE HOTEL BALLROOM
	This well-known cosmetician will present her new holiday innovations at a "Christmas Party" for the invited Press. Publicity: Eleanor Lambert, PL. 5-8580.		
Tuesday Aug. 8- Thursday Aug. 10	RETAIL POST-WAR PLANNING PARLEY	NATIONAL RETAIL DRY GOODS ASSOCIATION	SEAVIEW COUNTRY CLUB, ABSECON, N. J.
	Retailers and representatives of Government will meet in conference with NRDGA's Post-War Committee in a group of about fifty men to discuss the outlook for production, employment and distribution as they affect retailing. For further information, contact: Edward Hoyt, PE. 6-2155.		
Tuesday Aug. 8 12:30 P.M. Luncheon	WEEKLY LUNCHEON MEETING	THE FASHION GROUP, INC. MILLINERY DIVISION	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
	"More Hat...How to Take it" will be discussed by Marjorie Browning of Lord & Taylor, Renee Sacks of Macy's Little Shop, Gaston de Claireville of Saks 5th Avenue, and Fashion Coordinator Ida McNiel of Carson Pirie Scott. There will also be a small showing of about a dozen hats. Open to Millinery, Ready-to-Wear, and Accessories divisions. Members and their guests invited. Luncheon, $1.65, including tip. Contact: The Fashion Group, CI. 7-1734.		
Tuesday Aug. 8- Aug. 29	FREE HOME CANNING SESSIONS	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
	Each Tuesday in August from 2:00 to 4:00 P.M., Mrs. Sylvia Newbauer and Miss Pauline Leonard, nutrition and canning experts of the Brooklyn American Red Cross will demonstrate newest methods of canning vegetables, fruits, pickles and jellies. This is second in a series of five lectures. Press and public invited, free. Publicity: Emily Adamson, TR. 5-7200.		
Wednesday Aug. 9- Aug. 19 10:00 A.M.- 6:00 P.M.	EXHIBIT: PAINTINGS BY NEW GUINEA SOLDIERS	AMERICAN RED CROSS & L. BAMBERGER & CO.	AUDITORIUM 9TH FLOOR
	Sponsored by the American Red Cross, Bamberger's will exhibit a group of interesting paintings done by Allied soldiers in New Guinea. Open to Press and public. Publicity: Nan Findlow, Market 2-1212.		
Wednesday Aug. 9- Aug. 11	INFORMAL COAT FASHION SHOW	L. BAMBERGER & CO. NEWARK	FUR DEPARTMENT 3RD FLOOR
	There will be an all-day-long, informal presentation of high-style winter coats including fur garments, cloth coats, and fur-trimmed cloth coats. Press and public invited. Publicity: Nan Findlow, Market 2-1212.		
Wednesday Aug. 9 12:00 P.M.	NOON-TIME PREVIEW OF CHRISTMAS MERCHANDISE	DOROTHY GRAY, LTD.	THE STORK CLUB BLESSED EVENT ROOM
	Dorothy Gray, Ltd. will present its annual Christmas Brunch on Wednesday, August 9th. Included will be a showing of Christmas merchandise to magazine, syndicate, and radio press. Attendance by invitation only. Publicity: Helen Vogt, WI. 2-6109.		
Wednesday Aug. 9 7:35 P.M.	PIANO CONCERT	JOHN WANAMAKER	FASHION STORE ROTUNDA
	Richard Ellsasser, 17 year old virtuoso, will entertain late shoppers with 2 original compositions, and selections from Bach, Beethoven and Chopin. Press and public invited. Publ.: Florence O'Keefe, ST. 9-4700.		

Miss Fabian

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Mid-August	INTRODUCING NEW "FASHION COLOR"	INTERNATIONAL PICTURES	ALL OVER THE COUNTRY

"Casanova Brown" is the title of a new International picture starring Gary Cooper and Theresa Wright. The color, a very dark brown, is destined to be a style leader and will be given country-wide fashion publicity through coordinated promotions with fabrics houses, apparel manufacturers (including 25 of the top ones) and outstanding retail stores, one to a city. In New York, R. H. Macy & Co. will present "Casanova Brown". Costumes in the "Casanova Brown" movie were designed by Muriel King. Publicity: Tom Fizdale, Inc., EL. 5-5580.

Wednesday Aug. 15	BEGINNING RECONVERSION TO CONSUMER GOODS	WAR PRODUCTION BOARD	ALL OVER THE COUNTRY

Donald Nelson has announced a program for limited civilian production of 124 scarce consumer articles to be given "preferential treatment." Production starts about August 15th, and includes kitchenware, heating pads, vacuum bottles, cooking appliances, aluminum ware, lighting devices, office machinery, photographic equipment, plumbing fixtures, baby necessities, bicycles, can openers, coffee pots, fishing equipment, electric fans, fountain pens, carpet sweepers, typewriters, vacuum cleaners and many other things in which civilians have been restricted.

Wednesday Aug. 16 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION	HENRI BENDEL	SALON 10 WEST 57TH STREET

Press, by invitation only. Publicity: Frances Anderson, CI. 7-1100.

Wednesday Aug. 16 11:30 A.M.-1:00 P.M.	ANNUAL CHRISTMAS BREAKFAST	TUSSY	ST. REGIS HOTEL LOUIS XVI SUITE

Beauty editors will get an early glimpse of Tussy's Christmas line of cosmetics and beauty preparations. Attendance strictly by invitation. Publicity: Miss Buchbinder, WI. 2-6100.

Wednesday Aug. 16 2:30 P.M.	JUNIOR MISS FASHION SHOW	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR

More details later. Contact: Florence Epstein, LA. 4-7000.

Friday Aug. 18	NEWSSTAND DATE: WOMAN'S HOME COMPANION TEEN AGE ISSUE, 250 PARK AVENUE		

Teen-age fashions and beauty issue. Contact: Elizabeth Ambrose, EL. 5-2500.

Monday Aug. 21 1:00 P.M. Luncheon	"MOUTON MAGIC" FUR FASHION SHOW	LASKIN MOUTON FURS	ST. REGIS HOTEL IRIDIUM ROOM

A collection of original coats and jackets in unusual and practical styles. Open to public. Press by invitation. Luncheon from $1.85. Laskin Mouton Publ.: Rosemary Sheehan, CO. 5-3147. St. Regis: Mary Alice Rice, PL.3-4500.

Tuesday Aug. 22	NEWSSTAND DATE: CHARM BUSINESS GIRL ISSUE		122 EAST 42ND STREET

Contact: Miss Tucker, MU. 3-8910.

Tuesday Aug. 22 4:00 P.M.-6;00 P.M. Wednesday Aug. 23	GALLERY OF DIAMONDS AND DOLLS	N.W. AYER & SON, INC.	PARK LANE HOTEL TAPESTRY ROOM

A collection of historic bridal dolls dating from the 18th century up to the present time will be exhibited with diamond engagement rings and other diamond jewelry of their periods. Modern dolls will be dressed by leading designers. Press opening by invitation. Public invited on Aug. 23rd. Contact: Dorothy Dignam, CI. 6-0200.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Aug. 23 3:00 P.M.	OPENING: BARBARA BARRIE" JUNIOR SALON	THE TAILORED WOMAN	SALON - 3RD FLOOR 742 FIFTH AVENUE
	A new budget shop department with a complete collection of dresses, suits, coats, and accessories; trousseau wardrobes, back-to-school clothes for Jr. Miss sizes, and also fashions for small women who wear from size 7-15. Press invited, open to public. Publ.: Belle Irene Gillis, PL. 5-2500.		
Monday Aug. 28 11:30 A.M.	PRESS PREVIEW: FALL FUR COLLECTION	MAXIMILIAN FURS, INC.	SALON 20 WEST 57TH STREET
	A new and exciting collection of coats, jackets, capes, etc. by this distinguished designer of furs. Press, strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.		
Monday Aug. 28- Sept. 1	NEW YORK GIFT SHOW	NATIONAL GIFT AND ART ASSOCIATION	PENNSYLVANIA HOTEL & NEW YORKER HOTEL
	Increased volume requires two hotels to adequately display these gift wares. Contact: George F. Little Management, 200 5th Avenue, AS. 4-3161.		
Tuesday Aug. 29 3:00 P.M.	PRESS PREVIEW: FALL FASHIONS	CHEZ NINON	SALON 785 FIFTH AVENUE
	This Fall custom-order collection designed by Mme. Lynn. Attendance, strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.		
Tuesday Aug. 29 4:00 P.M.	SUB-DEB FALL FASHION SHOW	L. BAMBERGER & CO. NEWARK	RESTAURANT 10TH FLOOR
	A Junior Fall Fashion show in Back-to-School styles modeled by Bamberger's newly trained sub-debs. Public and Press invited. Publicity: Nan Findlow, Market 2-1212.		

OPENING DATES: FALL CUSTOM-ORDER COLLECTIONS

Admission to all showings strictly by invitation. Details later.

Wednesday Aug. 30	SAKS 5TH AVENUE		611 FIFTH AVENUE
	Publicity: Eleanor Lambert, PL. 5-8580.		
Tuesday Sept. 5 11:00 A.M.	PRESS PREVIEW: FALL AND WINTER "ORIGINALS"	HENRI BENDEL	SALON 10 WEST 57TH ST.
	Press, by invitation only. Publicity: Frances Anderson, CI. 7-1100.		
Sept. 5 5:30 P.M.	BERGDORF GOODMAN ORIGINALS		754 FIFTH AVENUE
	Contact: Mrs. Bolig, PL. 3-7300.		
Sept. 6 11:00 A.M.	BONWIT TELLER		721 FIFTH AVENUE
	Publicity: Jo Parrish, EL. 5-6800.		
Sept. 6 3:00 P.M.	MILGRIM'S		6 WEST 57TH STREET
	Publicity: Ruth Waltz, CI. 7-7200.		
Sept. 7 10:30 A.M.	HATTIE CARNEGIE		
	Publicity: Josephine Hughes, WI. 2-2600.		

Wednesday Aug. 30 10:30 A.M.	FIRST FALL "TRICKS FOR TEENS" MEETING	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
	A fashion show launches the first Fall get-together of the teen-agers who will be beguiled by fashions and entertained by celebrities. More details later. Publicity: Florence Epstein, LA. 4-7000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 5 1:00 P.M. Luncheon	NEW FALL CUSTOM-ORDER FASHIONS	ALICE OROVAN (785 5TH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
	Details in later issue of FASHION CALENDAR. Open to public. Press by invitation. Luncheon from $1.85. Contact: Alice Orovan, EL. 5-6415. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.		
Tuesday Sept. 5 3:00 P.M.	PRESS PREVIEW: LUXURIOUS FUR FASHIONS	RUSSEKS 5TH AVENUE	8TH FLOOR
	The annual "Pink Champagne Party" that Russeks' Wholesale Department gives to the press each year, showing the cream of fur fashions created in the design studio. Press, strictly by invitation. Publicity: Beatrice Castle, WI. 7-1900.		
Wednesday Sept. 6 4:30 P.M.	PRESS PREVIEW: "READY-TO-BE-WORN" CLOTHES	JAECKEL'S	8-10 East 57TH ST. 1ST FLOOR
	Jaeckel's newly-opened Ready-to-Wear Department, will present a collection of chic town fashions at a cocktail party for the invited press. Publicity: Viola Shefer, PL. 3-2117.		
Week of Sept. 10	FALL STYLE SHOWINGS	STYLE EXHIBITORS, INC. & CHICAGO WASH APPAREL ASSOCIATION	MORRISON HOTEL CHICAGO, ILLINOIS
	Dresses, coats, suits, sportswear, knitwear, etc., as well as wash apparel and blouses.		
Monday Sept. 11 1:00 P.M. Luncheon	NEW FALL FASHIONS AT LUNCHEON	THE TAILORED WOMAN	ST. REGIS HOTEL IRIDIUM ROOM
	Details later. Open to public. Press by invitation. Luncheon from $1.85. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500, St. Regis Publicity: Mary Alice Rice, PL. 3-4500.		
Monday Sept. 11	RESORT, SPORTSWEAR & PLAY CLOTHES SHOWING	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	LOS ANGELES, CALIFORNIA
	Contact: Louis Tabak, Chairman, Associated Apparel Manufacturers, Los Angeles, California.		
Tuesday Sept. 12 10:30 A.M.	PRESS PREVIEW: FALL AND WINTER FASHIONS	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
	A collection of suits, dinner gowns and daytime ensembles to be reviewed by the invited press. At 2:30 P.M. on the same day, the presentation will be repeated for a group of invited guests. A third showing will be held on Wednesday, September 13th, at 2:30 P.M. for the public. Publicity: Karen Hollis, VO. 5-5900.		
Wednesday Sept. 13	OPENING OF NEW SHOP	JONAI	408 PARK AVENUE
	More details later. Press strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.		
Wednesday Sept. 13 1:00 P.M.	FALL MILLINERY LUNCHEON SHOWING	DOBB'S HATS	WALDORF ASTORIA HOTEL STARLIGHT ROOF
	Luncheon a la carte. Press by invitation only. Dobb's Publicity: Miss Rudolph. Abbott Kimball, PL. 3-9600. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 14 10:15 A.M.	PRESS BREAKFAST FASHION SHOW	DE PINNA	650 FIFTH AVENUE 3RD FLOOR

Special showing of smart town clothes. Also some college fashions and a preview of the newly enlarged Sports Department. Press by invitation. Publicity: Dorothy Coburn, VO. 5-4800.

Planned For Fall	22 COURSES IN BROADCASTING & RELATED SUBJECTS	COLUMBIA UNIVERSITY & NAT'L BROADCASTING CO.	RADIO CLUB, COLUMBIA & NBC STUDIOS

Of the twenty-two Radio courses just added to the Columbia University Extension session, ten will be instructed by personnel of NBC. Thirteen of the series will deal specifically with sound and television broadcasting. Others will include radio problems, advanced radio writing, radio publicity and promotion, speech for radio, radio announcing, uses of broadcast and television equipment, sound effects, production of radio drama, etc. This announcement was made by Dr. Nicholas Murray Butler, President of Columbia, and Niles Trammell, President of NBC. Dr. Russell Potter will supervise. Contact: Columbia University, UN. 4-3200.

Planned For Fall	NEW RADIO PROGRAM	NATIONAL ASSOCIATION OF BETTER BUSINESS BUREAUS	RADIO NETWORK FOR 400 CITIES

The National Association of Better Business Bureaus will seek popular support for its work on a radio network that will furnish consumer education. "Trading angles," cutting of taxes for the retailer, and many other steps that benefit the consumer will be explained and will constitute the theme of this Network Broadcast to begin some time this Fall. Contact: William Farrar, National Better Business Bureau, Cleveland, Ohio.

Monday Sept. 18 1:00 P.M. Luncheon	EARLY FALL FASHION PRESENTATION	MADY MARTELL & MME. LYOLENE	ST. REGIS HOTEL IRIDIUM ROOM

Exciting, original ensembles designed by Mme Lyolene, famous for her intricacy of line and attention to detail. Open to public. Press by invitation. Luncheon from $1.85. Contact: Mady Martell, PL. 9-4100. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.

Beginning Tuesday Sept. 19	FASHION ANALYSIS COURSE ADDED TO CURRICULUM	COOPER UNION	COOPER SQUARE

A new course, under the instruction of Miss Ellen Carney Bojesen, begins on September 19th at Cooper Union as a new edition to the curriculum. Application can be made in person until August 18th; by mail, until August 10th. All courses at Cooper Union are free. Contact: Miss Jacobson, AL. 4-6300.

Wednesday Sept. 20 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL SERT ROOM

Details later. Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.

Beginning Tuesday Sept. 26	12 SCHOLARSHIPS--ONE YEAR'S FREE TUITION	NEW YORK UNIVERSITY SCHOOL OF RETAILING	WASHINGTON SQUARE NEW YORK

Leading to the degree of Master of Retailing, a dozen scholarships will be given to residents of New York, Westchester, New Jersey, and Nassau. Winners will be given practical work in stores, at 60¢ an hour, in addition to their classroom sessions. Applications for scholarships will be received until August 7th. Contact: New York University, School of Retailing, Washington Square, New York.

FATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FUR FASHION PRESENTATION	DEIN BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL SERT ROOM
	Details later. Open to public. Press by invitation. Luncheon a la carte. Contact: Winsome Davis, PL. 8-0221. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Sunday Oct. 1	INTRODUCING: "DEVASTATING FASHIONS"	MURIEL JOHNSTONE AND ASSOCIATED MFRS.	OCT. 1- VOGUE, HARPER'S, TOWN AND COUNTRY
	A complete, coordinated style promotion called "Devastating Fashions", created and introduced by Muriel Johnstone with the cooperation of Capri and David Crystal for fashions; Enka Rayon for fabrics; Coro for jewelry; Martin Schoen for hats; Wear-Right for gloves; and Echo for scarfs, has been readied and will be sold exclusively at one store in each city. The October style magazines will introduce in their advertising and editorial sections "Devastating Fashions" together with Anjou's "Devastating" perfume. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7800.		
Wednesday Oct. 4 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON	THE TAILORED WOMAN	WALDORF ASTORIA HOTEL SERT ROOM
	Presenting new Fall fashions including high-style dresses, suits, coats, etc., all completely ensembled. Open to Public. Press by invitation. Luncheon a la carte. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Beginning Wednesday Oct. 4 1:00 P.M. Luncheon	SERIES OF WEEKLY-LUNCHEON FASHION SHOWS	SUPERVISED BY VIOLA SHEFER	PIERRE HOTEL COTILLION ROOM
	Resuming regular weekly luncheon fashion shows which were abandoned when the war broke out. Viola Shefer will supervise the new series which will begin on October 4th. Sponsors of future shows to be announed. Contact: Viola Shefer, PL. 3-2117.		
Thursday Oct. 5 1:00 P.M. Luncheon	BRIDAL FASHION PRESENTATION	DE PINNA	RITZ CARLTON HOTEL OVAL ROOM
	The very latest Bridal fashions from the new Bridal Salon will be featured. Open to Public. Press by invitation. Luncheon a la carte. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Monday Oct. 9	FIRST SHOWING FALL SPRING COLLECTIONS	SPORTSWEAR GUILD MEMBERS	INDIVIDUAL SHOWROOMS
Tuesday Oct. 10 1:00 P.M. Luncheon	LUNCHEON-FASHION SHOW	JONAI	RITZ CARLTON HOTEL OVAL ROOM
	Details later. Open to public. Press by invitation. Luncheon a la carte. Jonai Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Oct. 11 1:00 P.M. Luncheon	TEEN-AGE FALL FASHIONS AT LUNCHEON	LANZ 5TH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
	Featuring Teen-age Fall ensembles...dresses, suits, coats, Mother-Daughter Fashions, and clothes for the toddler. Open to public. Press by invitation. Luncheon a la carte. Lanz Publicity: Miss Herta, PL. 3-3800. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Monday Oct. 23	FIRST SHOWING FOGA SPRING LINES	FASHION ORIGINATORS' GUILD	INDIVIDUAL SHOW ROOMS

Friday.....CONCERT PERFORMANCES LEWISCHN STADIUM 138TH AT. AT AMSTERDAM AVE.
Aug. 4 Beethoven's "Leonore" Overture #3; and first New York performance of Marc
8:30 P.M. Blitzstein's Freedom Morning....Sat., Aug. 5, Conductor, Lorin Maazel; Deems Taylor's Ballet Music, "Casanova Suite" and other selections...Sun., Aug. 6, Alexander Smallens conducting an All-Beethoven Program...Mon., Aug. 7 and Tues., Aug. 8, Gala Ballet Program with Mia Slavenska, Leonide Massine, Igor Yousekevitch, Audrey Keans, Yura Lazaovsky, and Norma Vaslavina...Wed., Aug. 9, Alexander Smallens conducting an All-French Program...Thurs., Aug. 10, Conductor, Alexander Smallens; Soloist, Grace Moore will sing arias from "La Tosca", "La Boheme", "Madame Butterfly", and "Louise"...Fri., Aug. 11, Alexander Smallens conducting; first Stadium performance of Strauss' Horn Concerto...Sat., Aug. 12, Conductor, Alexander Smallens; Soloist, Alec Templeton playing Strauss's Don Juan, his own improvisations, and other selections. Programs postponed in case of rain. Fifth Ave. busses take passengers right to Stadium door. Publicity: Jean Dalrymple, MU. 5-3114.

Friday.....PREMIERE: "JANIE" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
Aug. 4 A Warner Bros. picture, adapted from the stage play, starring Joyce Reynolds, Robert Benchley, Edward Arnold and Bob Hutton. Costumes, Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.

Saturday...WEEK-END MOZART FESTIVALS BOSTON SYMPHONY ORCHESTRA STOCKBRIDGE, MASS.
Aug. 5, 6 The annual Music Festival in the Berkshires, discontinued since the war, will be resumed for two week-ends, the last in July and the first in August, by Koussevitsky, leader of the Boston Symphony orchestra. Favorite soloists will be heard in these all Mozart programs, including Dorothy Maynor, Ruth Posselt, and others. Tickets available at Symphony Hall, Boston, Mass.

Tuesday....OPENING: "GOOD MORNING CORPORAL" PLAYHOUSE THEATRE, 137 WEST 48TH ST.
Aug. 8 A new comedy about service-men's hasty marriages written by Herbert Gropper
8:40 P.M. and Joseph Shalleck, criminal lawyer. Publicity: Harry Davies, BR. 9-9074.

Friday.....PREMIERE: "ABBOTT & COSTELLO IN SOCIETY" (Movie) CRITERION, 44TH ST. AT B'WAY.
Aug. 18 A Universal comedy starring the two laugh-makers plus Arthur Treacher and Marion Hutton. Costumes, Vera West. Publicity: Al Horwits, CI. 7-7100.

Sunday.....REOPENING: "VOICE OF THE TURTLE" MOROSCO THEATRE, 217 WEST 45TH ST.
Aug. 28 The famous comedy, "Voice of the Turtle", starring Margaret Sullavan,
8:40 P.M. Elliot Nugent, and Audrey Christie will reopen at the Morosco for an indefinite run. Publicity: Jean Dalrymple, MU. 5-3114.

Tuesday....OPENING: "DOWN TO MIAMI" AMBASSADOR THEATRE, 215 WEST 49TH ST.
Sept. 5 A musical comedy directed by Edgar MacGregor, written by Conrad Westervelt.
8:40 P.M. Stage settings by Stewart Chaney. Publicity: Ben Friedman, WI. 7-6939.

Wednesday..PREMIERE: "DOUBLE INDEMNITY" (Movie) PARAMOUNT THEATRE, TIMES SQUARE
Sept. 6 A Paramount murder-mystery about insurance, starring Fred MacMurray, Barbara Stanwyck, and Edward G. Robinson. Costumes, Edith Head. Publicity: Aileen Brenon, BR. 9-7800.

Friday.....PREMIERE: "ARSENIC & OLD LACE" (Movie) STRAND THEATRE, 47TH ST. AT B'WAY.
Sept. 8 A Warner Bros. picture starring Raymond Massey, Cary Grant, Priscilla Lane, Peter Lorre and Jack Carson. Adapted from the stage play. Costumes, Orry Kelly. Publicity: Eve Siegel, CI. 6-1000.

Early.....BALLET PRESENTATION: "GRADUATION BALL" METROPOLITAN OPERA, B'WAY at 39TH ST.
Fall A five weeks' engagement for Lichine's "Graduation Ball" and Balanchine's "Waltz Academy". This will be followed in 1945 by the Ballet Theatre's regular Spring season of six weeks. Publicity: Gerald Goode, PL. 3-0820.